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a reflector that reflects light emitted from the light source lamp,
wherein the reflector is formed of a ceramic having a thermal
conductivity of at least about 0.005 (cal/cm·sec·deg) at a temperature of 20°C.

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7. A projector, comprising:

an illuminating optical system including a light source device;

an electrooptic device that modulates light emitted from the illuminating optical system in response to image information; and

5 a projection optical system that projects a modulated light obtained by the electrooptic device,

the light source device comprising:

a light source lamp; and

a reflector that reflects light emitted from the light source lamp,

10 wherein the reflector is formed of a ceramic having a thermal conductivity of at least about 0.005 (cal/cm·sec·deg) at a temperature of 20°C.

8. A projector in accordance with claim 7, wherein the ceramic has a thermal conductivity of at least about 0.004 (cal/cm·sec·deg) in a temperature
15 range of about 0 to about 200°C.

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9. A projector in accordance with claim 8, wherein the ceramic is composed of any material selected among the group consisting of Al_2O_3 , $2\text{MgO}\cdot\text{SiO}_2$, $\text{MgO}\cdot\text{SiO}_2$, $\text{ZrO}_2\cdot\text{SiO}_2$, TiO_2 compounds, SiC , Si_3N_4 , ZrO_2 , and
20 cermet.

10. A projector in accordance with claim 7, further comprising:
a transmissive front panel fitted in an opening of the reflector.

25 11. A projector in accordance with claim 7, further comprising:

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